Community Profile: Hamilton – Main West Esplanade BIA

Prepared for: Economic Developers Council of Ontario – My Main Street

Date: February 10, 2022

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Hamilton - Main West Esplanade BIA
Main Street Boundary and Trade Area

ENVIRONICS
ANALYTICS

Burlington

Aviary

Alexander Graham Bell Blvd

403

King St W

2

2

Dundurn St N

York Blvd

Queen St N

Barton St W

Bay St N

James St N

John St N

Wellington

Barton St E

York Blvd

James St N

John St N

Wilson St

Wellington St N

Victoria Ave N

King St W

Main St W

King St W

8

King St E
Main St E

Dundurn St S

Locke St S

Bay St S

James St S

John St S

Aberdeen Ave

Aberdeen Ave

Charlton Ave W

Herkimer St

Charlton Ave E

Claremont Acc

t Dr

Scale

| 0 | 0.3 | 0.7 km |
| 0 | 0.2 | 0.5 mi |

Legend

15 - Min Walk Time	
Main Street Boundary	

2022-01-12 12:45 PM

1

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Hamilton - Main West Esplanade BIA

POPULATION
34,145

HOUSEHOLDS
18,605

MEDIAN MAINTAINER AGE
46
Index:86

MARITAL STATUS
39.4%
Index: 68

Married/Common-Law

FAMILY STATUS*
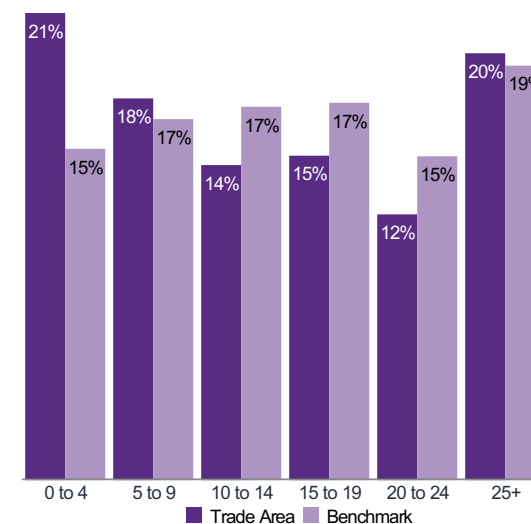### 40.0%
Index:143

Single (Never Legally Married)

HOUSEHOLD SIZE

Household Size	Trade Area	Benchmark
1 Person	55%	24%
2 Persons	28%	33%
3 Persons	9%	16%
4 Persons	6%	17%
5+ Persons	3%	10%
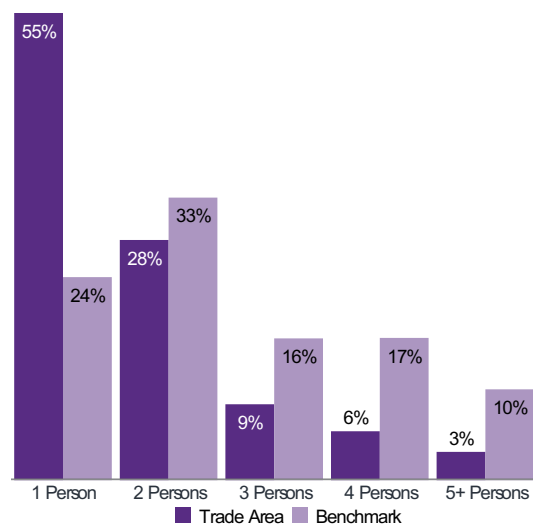
POPULATION BY AGE

	Count	%	Index
0 to 4	1,443	4.2	84
5 to 9	1,230	3.6	67
10 to 14	1,036	3.0	53
15 to 19	1,171	3.4	58
20 to 24	2,448	7.2	107
25 to 29	3,941	11.5	164
30 to 34	3,790	11.1	167
35 to 39	2,971	8.7	135
40 to 44	2,090	6.1	99
45 to 49	1,849	5.4	86
50 to 54	1,902	5.6	85
55 to 59	2,036	6.0	82
60 to 64	2,157	6.3	94
65 to 69	1,921	5.6	99
70 to 74	1,527	4.5	93
75 to 79	983	2.9	87
80 to 84	725	2.1	97
85+	927	2.7	123

AGE OF CHILDREN AT HOME

Age	Trade Area	Benchmark
0 to 4	21%	15%
5 to 9	18%	17%
10 to 14	14%	17%
15 to 19	15%	17%
20 to 24	12%	15%
25+	20%	19%

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Hamilton - Main West Esplanade BIA

Population: 34,145 | **Households:** 18,605

TENURE

Owned 29.0%

Rented 71.0%

STRUCTURE TYPE

22.2% Houses Index:29
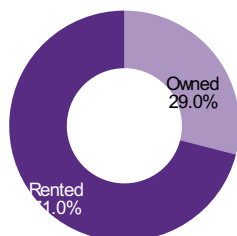
77.4% Apartments Index:351

AGE OF HOUSING*

60+ Years Old

% Comp:44.2 Index: 214

AVERAGE HOUSEHOLD INCOME

$69,487

Index:60

HOUSEHOLD INCOME DISTRIBUTION

Income Range	Trade Area	Benchmark
$0 to $19,999	13%	4%
$20,000 to $39,999	30%	15%
$40,000 to $59,999	17%	13%
$60,000 to $79,999	12%	12%
$80,000 to $99,999	8%	11%
$100,000 to $124,999	7%	11%
$125,000 to $149,999	5%	9%
$150,000 to $199,999	4%	11%
$200,000 to $299,999	3%	9%
$300,000+	2%	5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

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Demographics | Education & Employment

Trade Area: Hamilton - Main West Esplanade BIA

Population: 34,145 | **Households:** 18,605

EDUCATION

36.3%
Index:**136**

University Degree

LABOUR FORCE PARTICIPATION

61.8%
Index:**95**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

23.0%
Index:**63**

Travel to work by**Car (as Driver)**

10.2%
Index:**234**

Travel to work by**Public Transit**

EDUCATIONAL ATTAINMENT

Category	Trade Area	Benchmark
No Cert/Dipl or Degree	13.9%	15.0%
High School Certificate	23.8%	28.3%
Trades Cert/Dipl	5.1%	5.9%
College/CEGEP Cert/Dipl	19.2%	22.7%
University Cert/Dipl	1.7%	1.6%
Bachelor's Degree	22.3%	18.3%
Above Bachelor's	14.0%	8.3%

■ Trade Area ■ Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	13.7%	14.2%
Social Science, Education and Gov't	11.2%	8.0%
Business and Finance	7.6%	9.9%
Health	6.5%	4.4%
Trades and Transport	5.6%	8.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

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Demographics | Diversity

Trade Area: Hamilton - Main West Esplanade BIA

Population: 34,145 | **Households:** 18,605

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
2.2%	31.9%	3.4%	27.6%	2011 To 2016
Index:92	Index:110	Index:167	Index:104	5.6% Index:224
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

- Black: Trade Area 7.4% / Benchmark 4.5%
- Chinese: Trade Area 5.5% / Benchmark 5.1%
- South Asian: Trade Area 5.4% / Benchmark 9.9%
- Arab: Trade Area 3.8% / Benchmark 2.1%
- SE Asian: Trade Area 2.1% / Benchmark 0.9%

Trade Area ■ Benchmark

LANGUAGES SPOKEN AT HOME: TOP 5**

- English: Trade Area 79.9% / Benchmark 79.8%
- Arabic: Trade Area 2.1% / Benchmark 0.8%
- Mandarin: Trade Area 1.9% / Benchmark 1.5%
- Spanish: Trade Area 0.8% / Benchmark 0.6%
- Cantonese: Trade Area 0.8% / Benchmark 1.2%

Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

**Ranked by percent composition*

Index Colours:	<80	80 - 110	110+

PRIZM Profile | Top Segments

Trade Area: Hamilton - Main West Esplanade BIA

Households: 18,605

Top 5 segments represent **75.0%** of households in Hamilton - Main West Esplanade BIA

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51 ON THEIR OWN AGAIN
U2 URBAN OLDER — MATURE SINGLES & COUPLES M2
City seniors in apartment rentals

Rank:	1
Hhlds:	5,339
Hhld %:	28.70
% in Benchmark:	3.77
Index:	761

Located in cities across Canada, On Their Own Again consists of older singles living in high-rise apartments. Nearly 60 percent live alone—highest among all segments. And almost 30 percent of residents are over 65, with one in ten a widowed individual. Fewer than half are still in the labour force, but with over 45 percent of adults having attended college or a university, those still working hold white-collar and service sector jobs in sales, administrative support and real estate. Although incomes are downscale, pensions boost household net worth and provide an economic cushion. In On Their Own Again, nearly 80 percent of households rent apartments, and an overwhelming number of them live in older buildings. Many are newcomers, with half having moved in the past five years and a disproportionate number coming from China, the Philippines and the U.K. Nearly 40 percent of residents are first-generation Canadians; almost 20 percent are second-generation. With their unpretentious lifestyle, residents like to escape the routine by going to a casino, community theatre or movie drama. Many respond to marketing messages that appeal to their support for the value Ethical Consumerism.

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47 SOCIAL NETWORKERS
U3 YOUNG URBAN CORE — VERY YOUNG SINGLES & COUPLES Y1
Young diverse singles in city apartments

Rank:	2
Hhlds:	4,311
Hhld %:	23.17
% in Benchmark:	1.30
Index:	1,780

The youngest of all the segments, Social Networkers is a transient world of diverse singles living in older or recently built city apartments. With two-thirds of residents unattached, it is also the most single, contributing to the emergence of single-person households as the most common living arrangement in Canada. In these crowded neighbourhoods found in two dozen large cities, more than 45 percent of maintainers are under 35 years old. More than 90 percent live in apartments—typically high-rise buildings. Social Networkers are ethnically diverse, with 50 percent of the population identifying as visible minorities, including Chinese, South Asians, blacks and Filipinos. With their mixed educations—ranging from high school to university—they hold jobs in education, the arts, science and sales. And though household incomes are low, these residents have time and promising careers on their side. For now, however, the above-average cost of downtown real estate keeps this group renting and mobile; two-thirds have moved in the last five years, but you'll usually find them at bars, dance clubs, film festivals and food and wine shows. The marketing messages they respond to reflect their non-stop Pursuit of Intensity.

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16 SAVVY SENIORS
U2 URBAN OLDER — OLDER FAMILIES & EMPTY NESTS M1
Upper-middle-income seniors in urban apartments

Rank:	3
Hhlds:	1,560
Hhld %:	8.39
% in Benchmark:	3.11
Index:	270

An aging lifestyle, Savvy Seniors is home to older singles, couples and divorced or widowed individuals found mostly in cities throughout Ontario, British Columbia and Alberta. Many of these seniors are financially comfortable: With a mix of high school, college and university educations, they enjoy upper-middle-incomes and homes valued at nearly a half-million dollars. Nearly 40 percent of the maintainers are over 65 years old, and they gravitate to easy-to-maintain high-rise apartment buildings, condos and row houses, typically built between 1980 and 2000. More than half of the households consist of third-plus-generation Canadians, and many are empty-nesters; any children at home are typically in their twenties. About 58 percent of the adults are still in the labour force, holding upper-level positions in the sciences, education, the arts and public administration. Still fit and active, these residents have the time and money for travel, golf and fitness activities. And they still believe in the value of Community Involvement, staying active in social issues and political campaigns.

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22 INDIEVILLE
U3 YOUNG URBAN CORE — YOUNGER SINGLES & COUPLES Y2
Younger and middle-aged urban singles and couples

Rank:	4
Hhlds:	1,466
Hhld %:	7.88
% in Benchmark:	0.52
Index:	1,513

Indieville is a classic urban hodgepodge: a mix of younger and middle-aged maintainers, singles and couples, and first- and second-generation Canadians. Drawn to the vibrant, urban core of the nation's big cities, a significant portion of these residents live in Toronto and nearly half are single, divorced or separated. This is a smart group: nearly 40 percent are university educated and members are twice as likely as average Canadians to hold master's degrees. But their average incomes—mostly from white-collar and service sector jobs in the arts, education and science—indicate that they're on the lower rungs of the career ladder. Half of all households are headed by maintainers under 45 years old, and residents typically live in older, low-rise apartments, duplexes and semi-detached dwellings. For many, Indieville is just the latest stop on an upwardly mobile journey; nearly 45 percent have moved in the last five years. Residents have a penchant for the latest technology and enjoy shopping online for books, music, fashion and groceries, all of which is not surprising given their age, education and high scores of Ostentatious Consumption.

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52 FRIENDS & ROOMIES
U5 YOUNGER URBAN MIX — YOUNGER SINGLES & COUPLES Y2
Young, diverse lower-middle-income city dwellers

Rank:	5
Hhlds:	1,276
Hhld %:	6.86
% in Benchmark:	2.06
Index:	334

One of the largest segments, Friends & Roomies attracts mostly young singles and single-parent families to neighbourhoods in cities like Calgary, Edmonton, Winnipeg and Victoria. More than a third of maintainers are younger than 35, more than half under 44. A majority of the households contain single, divorced or separated individuals. With mixed educational achievement—from high school to university degrees—members hold a variety of predominantly service sector and white-collar jobs. Incomes are below average, and over three-quarters are renters, mostly in low-rise units. In this transitional segment, more than 60 percent of Friends & Roomies households moved in the past five years. Today, nearly 40 percent of the population are first-generation Canadians, typically black, Filipino and South Asian immigrants who identify as visible minorities. These young people are able to turn modest incomes into active social lives, enjoying bars, nightclubs and community theatres at high rates. And many like to shop—especially online—for video games, movies and music. In their diverse neighbourhoods, they enjoy Culture Sampling, incorporating the cultural influences of other groups into their lives.

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: Hamilton - Main West Esplanade BIA

⬆ Strong Values

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Culture Sampling	122
Flexible Families	122
Intuition & Impulse	121
Rejection of Authority	119
Sexual Permissiveness	119
Active Government	118
Global Consciousness	117
Primacy of Environmental Protection	117
Consumptivity	114

⬇ Weak Values

Values	Index
Attraction to Nature	73
Legacy	76
Religiosity	81
Primacy of the Family	84
Utilitarian Consumerism	84
Traditional Family	85
Obedience to Authority	87
Parochialism	87
Technology Anxiety	89
Social Darwinism	90

✫ Descriptions | Top 3 Strong Values

Ecological Concern

A tendency to believe that today's environmental problems are a result of industrial and personal disregard for the environment. People strong on this construct feel that environmental destruction is unacceptable and reject the notion that job protection or economic advancement should be allowed at the expense of environmental protection. They also reject the idea that any one person is too small to make a contribution to this project

Culture Sampling

This construct identifies the view that other cultures have a great deal to teach us, and measures people's inclination to incorporate some of these cultural influences into their own lives.

Flexible Families

Willingness to accept non-traditional definitions of "family", such as common law and same-sex marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. The belief that society should be open to new definitions of what constitutes a "family".

✫ Descriptions | Top 3 Weak Values

Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

Legacy

Desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance.

Religiosity

Placing great importance on religion as a construct which guides one's life. Also, placing great significance on having an affiliation with an organized religious faith. Tendency to consider that religion represents the essential values and education that should be transmitted to the next generation. (Note: Lower scores on this construct should be construed not as anti-religious, but as "Apatheistic").

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: Hamilton - Main West Esplanade BIA   **WealthScapes Households:** 18,452

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 69,266	$ 56,602	$ 38,812	$ 1,762
Index: 60	Index: 62	Index: 60	Index: 49

WEALTH*   ## ASSETS*

	Net Worth	Savings	Investments	Unlisted Shares	Real Estate	Liquid Assets
% Holders	99.0% Index: 99	93.5% Index: 98	46.6% Index: 78	10.7% Index: 87	32.4% Index: 43	96.2% Index: 98
Balance	$325,519 Index: 44	$49,761 Index: 65	$233,248 Index: 69	$242,279 Index: 76	$599,023 Index: 80	$189,566 Index: 57

DEBT*

	Consumer Debt	Mortgage Debt
% Holders	86.5% Index: 95	19.2% Index: 41
Balance	$30,166 Index: 46	$282,312 Index: 95

FINANCIAL RATIO

Debt:Asset

% Holders
0.20%   Index: 94

Benchmark: Southern Ontario

% Holders represent where customers are found.

*Average values per holding household as at December 31, 2020.

Index Colours:	<80	80 - 110	110+

Financial | WealthScapes - Ratios

Trade Area: Hamilton - Main West Esplanade BIA

WealthScapes Households: 18,452

FINANCIAL RATIOS*

Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
0.20	0.44	0.67	0.68
Index:94	Index: 72	Index:72	Index:113

Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
0.29	1.06	0.28	2.08
Index:131	Index:61	Index:115	Index:91

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Hamilton - Main West Esplanade BIA

Households: 18,605

Total Aggregate Current Consumption: $939,947,046

Average Current Consumption	Average Household Income	Average Disposable Income
$50,521	$69,104	$56,008
Index: 62	Index: 60	Index: 62

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$13,680	27.1%
Index 65	Index 105

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$8,741	17.3%
Index 68	Index 111

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$6,769	13.4%
Index 49	Index 80

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$3,317	6.6%
Index 58	Index 94

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$3,217	6.4%
Index 59	Index 95

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$2,952	5.8%
Index 62	Index 100

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$2,585	5.1%
Index 73	Index 118

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$2,234	4.4%
Index 67	Index 109

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$2,025	4.0%
Index 51	Index 82

Benchmark: Southern Ontario

Displaying the top nine HouseholdSpend categories ranked by percent of total expenditure.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+

Expenditures | Foodspend - Annual Household Expenditure Overview

ENVIRONICS ANALYTICS

Trade Area: Hamilton - Main West Esplanade BIA

Households: 18,605

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$69,104	$8,741	$3,124	$5,617
Index: 60	Index 68	Index 77	Index 64

Total Aggregate Food Expenditure: $ 162,622,299

Bakery
Avg. Dollars/Household	Pct. of Total Expenditure
$576	10.2%
Index 66	Index 103

Cereal Products
Avg. Dollars/Household	Pct. of Total Expenditure
$344	6.1%
Index 67	Index 105

Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure
$724	12.9%
Index 66	Index 103

Vegetables
Avg. Dollars/Household	Pct. of Total Expenditure
$606	10.8%
Index 65	Index 102

Dairy products & Eggs
Avg. Dollars/Household	Pct. of Total Expenditure
$844	15.0%
Index 66	Index 103

Meat
Avg. Dollars/Household	Pct. of Total Expenditure
$928	16.5%
Index 59	Index 92

Fish & Seafood
Avg. Dollars/Household	Pct. of Total Expenditure
$181	3.2%
Index 62	Index 96

Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure
$1,416	25.2%
Index 64	Index 100

Benchmark: Southern Ontario

Displaying the top FoodSpend categories of expenditure on food purchased from stores.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+

Post COVID-19 Activities

Behavioural-Vividata | Post COVID-19

ENVIRONICS ANALYTICS

Trade Area: Hamilton - Main West Esplanade BIA **Household Population 14+:** 29,622

Activities Look Forward To Doing

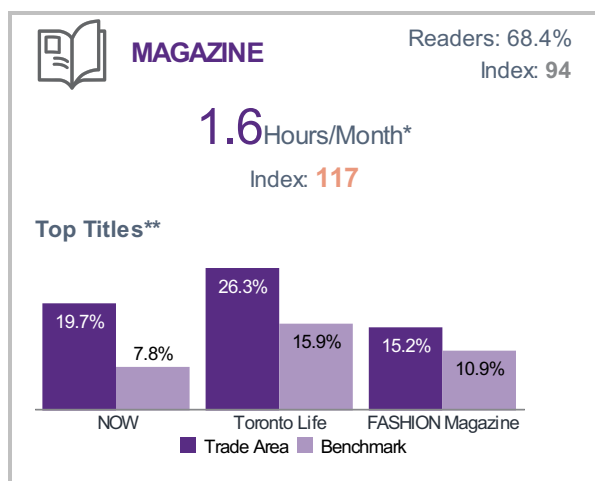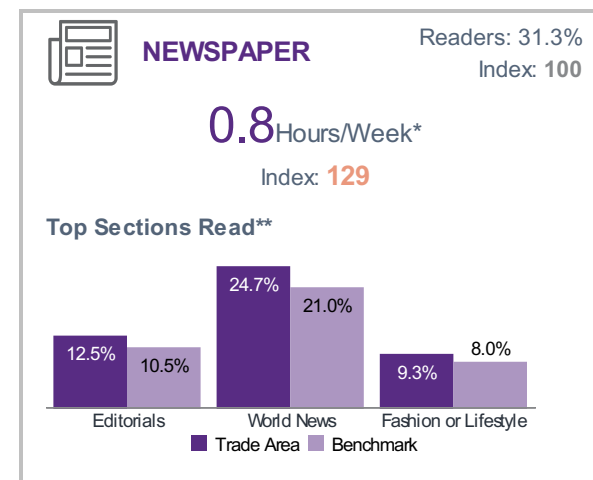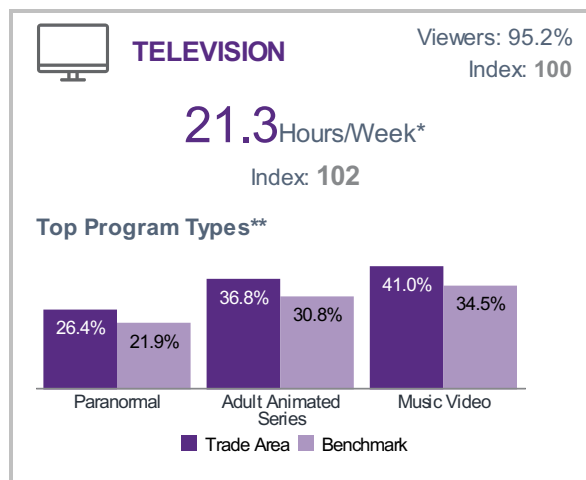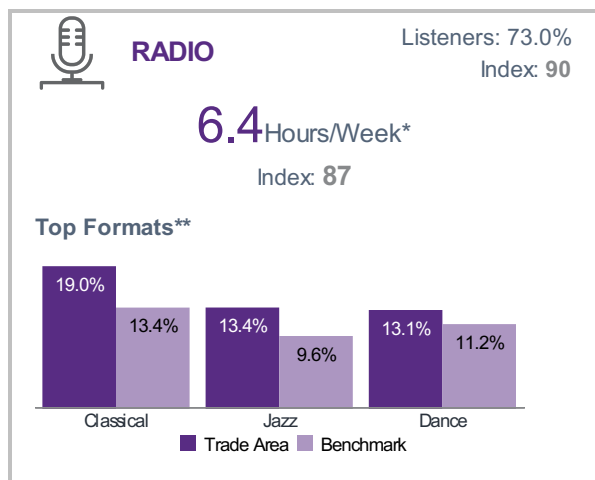|	%	Base %	Index
Socializing			
Dating	14.7	11.0	134
Going to restaurants, bars or night clubs	56.2	55.1	102
Having physical Contact with family and friends	58.4	57.7	101
Participating in group activities	40.2	38.7	104
Partying	19.4	15.8	123
Seeing family and friends in person	63.2	62.8	101
Entertainment			
Attending events, festivals or concerts	42.9	42.9	100
Attending sports events (excludes professional sports)	16.2	18.2	89
Attending to professional sports events or games	27.1	25.4	107
Going to the movies	47.4	45.7	104
Movement & Travel			
Driving more	14.5	16.1	90
Shopping in-store	41.5	42.9	97
Spending time outdoors	33.9	32.5	104
Travelling outside of Canada/ abroad	53.6	53.2	101
Travelling within Canada	50.1	49.9	101
Using public transit	18.0	13.7	131
Personal			
Getting back to old habits	36.1	36.2	100
Going to a salon, barber shop or spa	33.1	33.7	98
Going to the gym	25.1	22.6	111
Education/Work			
Children going back to school	14.3	20.3	71
Going back to work	18.7	17.6	106
Other			
Not Stated	0.3	0.6	55

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Hamilton - Main West Esplanade BIA

Household Population 14+: 29,622

ENVIRONICS
ANALYTICS

RADIO
Listeners: 73.0%
Index: 90

6.4 Hours/Week*
Index: **87**

Top Formats**

	Trade Area	Benchmark
Classical	19.0%	13.4%
Jazz	13.4%	9.6%
Dance	13.1%	11.2%

TELEVISION
Viewers: 95.2%
Index: 100

21.3 Hours/Week*
Index: **102**

Top Program Types**

	Trade Area	Benchmark
Paranormal	26.4%	21.9%
Adult Animated Series	36.8%	30.8%
Music Video	41.0%	34.5%

NEWSPAPER
Readers: 31.3%
Index: 100

0.8 Hours/Week*
Index: **129**

Top Sections Read**

	Trade Area	Benchmark
Editorials	12.5%	10.5%
World News	24.7%	21.0%
Fashion or Lifestyle	9.3%	8.0%

MAGAZINE
Readers: 68.4%
Index: 94

1.6 Hours/Month*
Index: **117**

Top Titles**

	Trade Area	Benchmark
NOW	19.7%	7.8%
Toronto Life	26.3%	15.9%
FASHION Magazine	15.2%	10.9%

INTERNET
Users: 97.3%
Index: 99

23.4 Hours online past week*
Index: **107**

Top Activities**

	Trade Area	Benchmark
Gambling	12.5%	10.5%
Watched Long Form Videos	56.8%	48.4%
Watched Videos	72.1%	65.7%

DIRECT/OUTDOOR

6 Times used public transit past week*
Index: **201**

Top DM Formats Used to Plan/Make Purchases**

	Trade Area	Benchmark
Addressed Mail Offers	9.7%	8.2%
E-mail Coupons	15.5%	15.0%
Newsletters	7.4%	7.2%

Benchmark: Southern Ontario

* Consumption values based to variable's incidence count.

** Chosen from index ranking with minimum 5% composition.

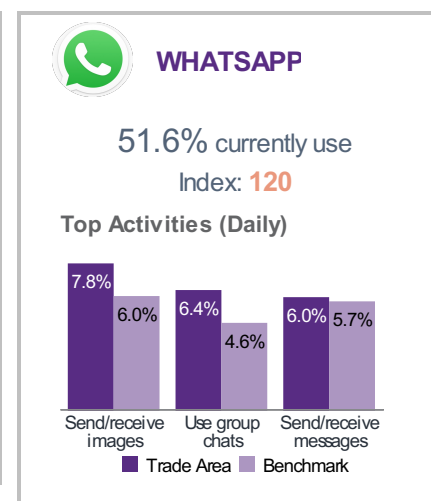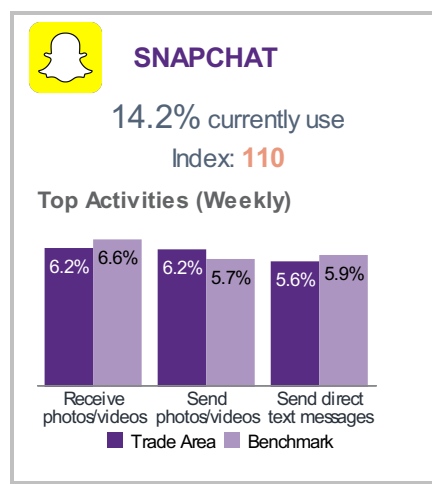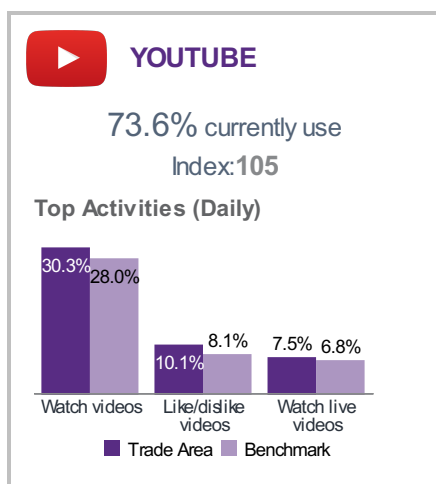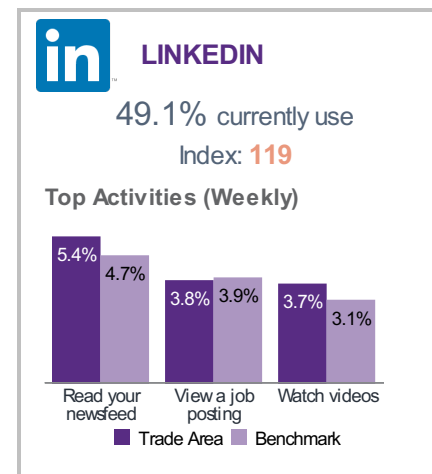| Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Activities

Trade Area: Hamilton - Main West Esplanade BIA

ENVIRONICS
ANALYTICS

Household Population 18+: 28,775

FACEBOOK
78.8% currently use
Index: **101**
Top Activities (Daily)
- Read news feed: 44.3% (Trade Area) / 42.7% (Benchmark)
- Cmt/Like other users' posts: 28.8% / 27.6%
- Use Messenger: 25.1% / 23.4%

Trade Area / Benchmark

TWITTER
36.4% currently use
Index: **124**
Top Activities (Daily)
- Read tweets: 16.4% / 14.2%
- Watch videos: 8.0% / 6.4%
- Tweet: 7.3% / 4.4%

Trade Area / Benchmark

INSTAGRAM
47.1% currently use
Index: **121**
Top Activities (Daily)
- View photos/videos: 8.7% / 8.5%
- Like photos/videos: 7.8% / 6.7%
- Send direct messages: 5.7% / 3.7%

Trade Area / Benchmark

LINKEDIN
49.1% currently use
Index: **119**
Top Activities (Weekly)
- Read your newsfeed: 5.4% / 4.7%
- View a job posting: 3.8% / 3.9%
- Watch videos: 3.7% / 3.1%

Trade Area / Benchmark

YOUTUBE
73.6% currently use
Index: **105**
Top Activities (Daily)
- Watch videos: 30.3% / 28.0%
- Like/dislike videos: 10.1% / 8.1%
- Watch live videos: 7.5% / 6.8%

Trade Area / Benchmark

SNAPCHAT
14.2% currently use
Index: **110**
Top Activities (Weekly)
- Receive photos/videos: 6.2% / 6.6%
- Send photos/videos: 6.2% / 5.7%
- Send direct text messages: 5.6% / 5.9%

Trade Area / Benchmark

WHATSAPP
51.6% currently use
Index: **120**
Top Activities (Daily)
- Send/receive images: 7.8% / 6.0%
- Use group chats: 6.4% / 4.6%
- Send/receive messages: 6.0% / 5.7%

Trade Area / Benchmark

Chosen and ranked by percent composition

(!)Indicates variables with low sample size. Please analyze with discretion

Index Colours: <80 | 80 - 110 | 110+

Opticks Social | Social Media Usage

Trade Area: Hamilton - Main West Esplanade BIA

Household Population 18+: 28,775

ENVIRONICS ANALYTICS

FRIENDS IN ALL SM NETWORKS	FREQUENCY OF USE (DAILY)	BRAND INTERACTION	NO. OF BRANDS INTERACTED
31.8% Index:90	**57.2%** Index:102	**37.2%** Index:108	**28.8%** Index:94
0-49 friends	Facebook	Like brand on Facebook	2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA

	Learn about products & services	Get coupons & discounts	Enter contests	Be among first to hear news	Provide feedback	Engage with content	Share brand-related stories	Make suggestions
Trade Area	33.1%	31.5%	28.7%	14.5%	14.3%	11.6%	7.7%	7.3%
Benchmark	28.8%	29.4%	25.4%	11.7%	11.7%	8.4%	5.9%	5.5%

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

Trade Area: Hamilton - Main West Esplanade BIA

Total Household Population 18+: 28,775

Retail companies should not be allowed to own or share my personal info

% Comp **86.3**   Index **98**

I am likely to shop online via my mobile device, provided the process is easy

% Comp **49.1**   Index **101**

I am concerned about sharing my personal info with retail companies due to privacy issues, such as using it for marketing purposes

% Comp **82.4**   Index **98**

I am likely to download a mobile shopping "app" if it somehow makes my shopping experience easier

% Comp **39.7**   Index **97**

I use my mobile device to find retail locations that sell products I am looking to buy

% Comp **56.6**   Index **100**

I am open to receiving relevant marketing messages on my mobile device from retailers I trust

% Comp **29.3**   Index **97**

Benchmark: Southern Ontario

Ranked by percent composition.

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Main West Esplanade BIA

Total Household Population 18+: 28,775

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)
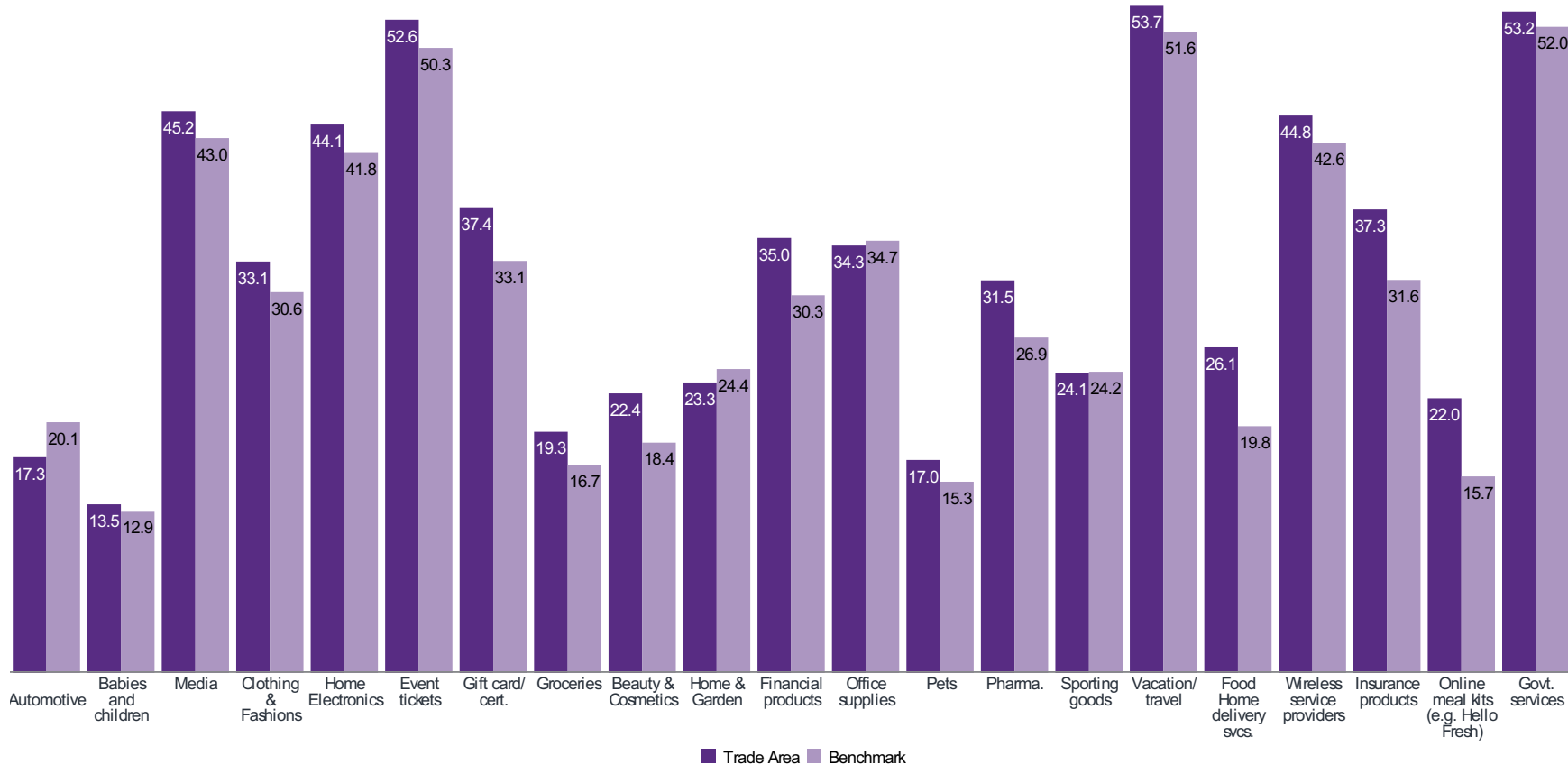
Category	Trade Area	Benchmark
Automotive	17.3	20.1
Babies and children	13.5	12.9
Media	45.2	43.0
Clothing & Fashions	33.1	30.6
Home Electronics	44.1	41.8
Event tickets	52.6	50.3
Gift card/ cert.	37.4	33.1
Groceries	19.3	16.7
Beauty & Cosmetics	22.4	18.4
Home & Garden	23.3	24.4
Financial products	35.0	30.3
Office supplies	34.3	34.7
Pets	17.0	15.3
Pharma.	31.5	26.9
Sporting goods	24.1	24.2
Vacation/ travel	53.7	51.6
Food Home delivery svcs.	26.1	19.8
Wireless service providers	44.8	42.6
Insurance products	37.3	31.6
Online meal kits (e.g. Hello Fresh)	22.0	15.7
Govt. services	53.2	52.0

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

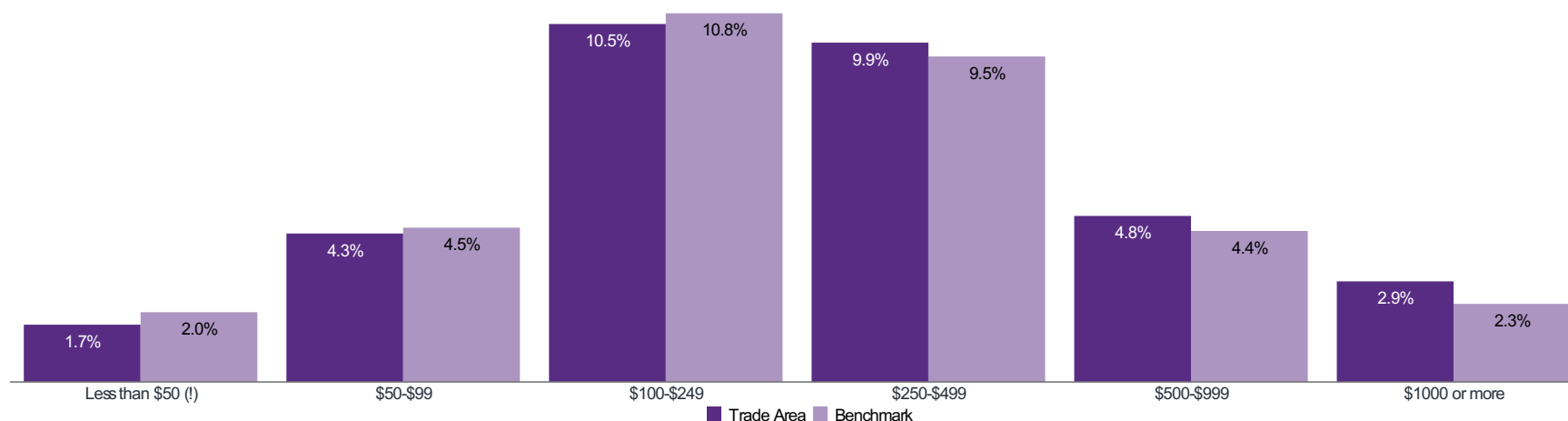# Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Main West Esplanade BIA

Total Household Population 18+: 28,775

BEHAVIOURAL PREFERENCES BY CHANNEL

CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	60.3% Index:98	40.5% Index:110	15.4% Index:125	4.0% Index:126
Purchase preference	72.9% Index:97	33.1% Index:108	11.9% Index:121	3.8% Index:150
Customer Service	59.2% Index:96	21.9% Index:122	9.2% Index:161	20.9% Index:96

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.7%	4.3%	10.5%	9.9%	4.8%	2.9%
Benchmark	2.0%	4.5%	10.8%	9.5%	4.4%	2.3%

Benchmark: Southern Ontario

(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+

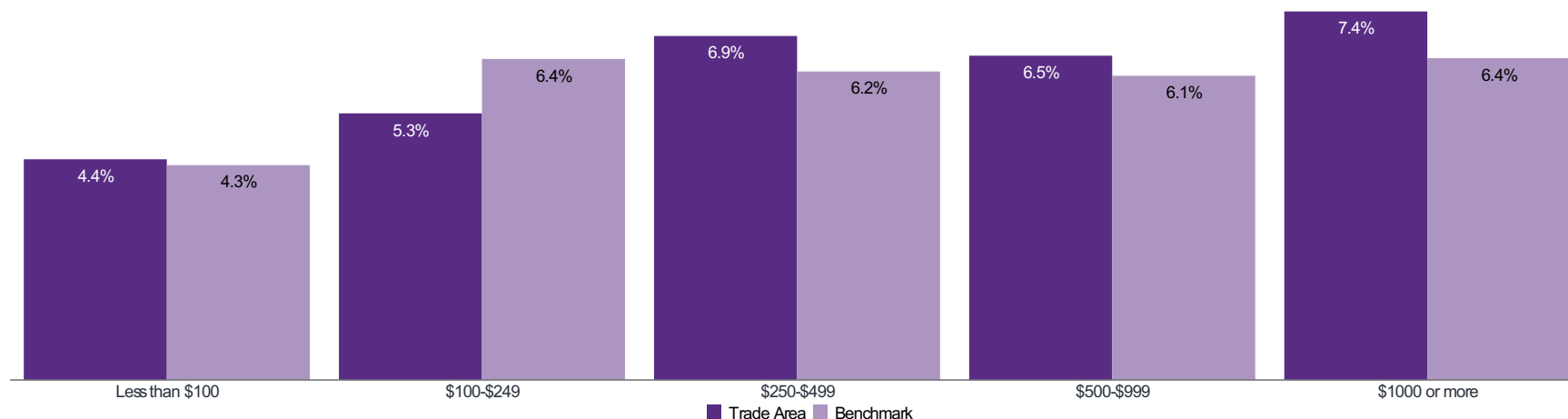# Opticks eShopper | Home Electronics & Computers Deep Dive

Trade Area: Hamilton - Main West Esplanade BIA

Total Household Population 18+: 28,775

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	48.1% Index:96	55.7% Index:102	17.5% Index: 112	9.7% Index: 117
Purchase preference	62.6% Index: 92	44.1% Index:105	13.5% Index:122	6.6% Index: 102
Customer Service	52.5% Index:93	29.6% Index:119	9.5% Index: 129	35.5% Index: 96

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	4.4%	5.3%	6.9%	6.5%	7.4%
Benchmark	4.3%	6.4%	6.2%	6.1%	6.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive
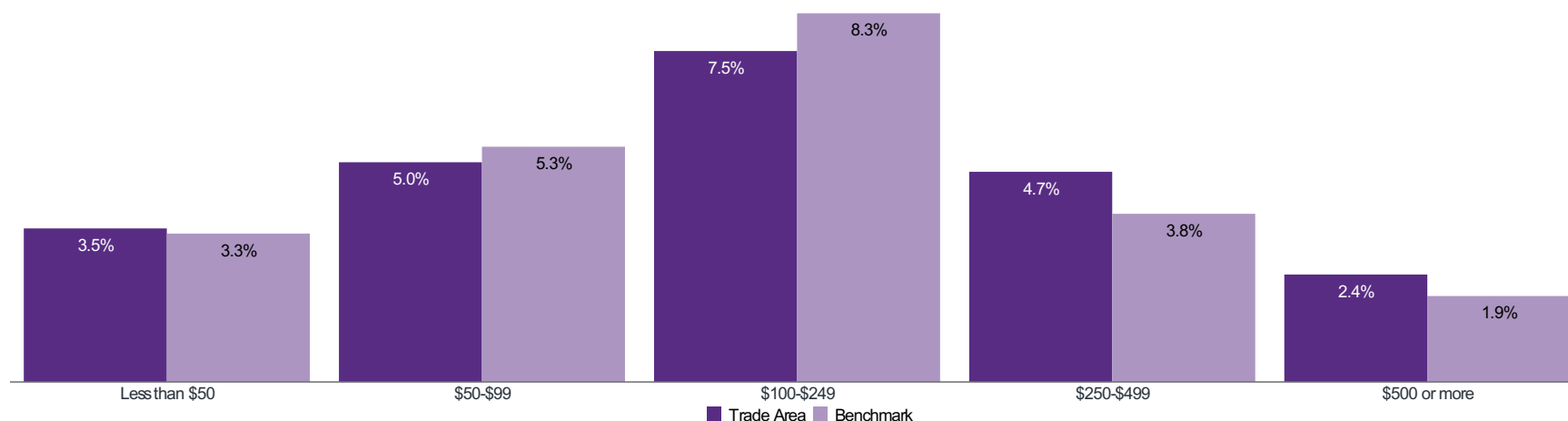
Trade Area: Hamilton - Main West Esplanade BIA

Total Household Population 18+: 28,775

BEHAVIOURAL PREFERENCES BY CHANNEL

GIFT CARDS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	42.8% Index:90	41.6% Index:118	13.2% Index:120	4.8% Index:135
Purchase preference	55.1% Index:91	37.4% Index:113	10.7% Index:122	3.8% Index:122
Customer Service	38.8% Index:91	24.0% Index:117	7.7% Index:126	27.4% Index:99

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	3.5%	5.0%	7.5%	4.7%	2.4%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Groceries Deep Dive
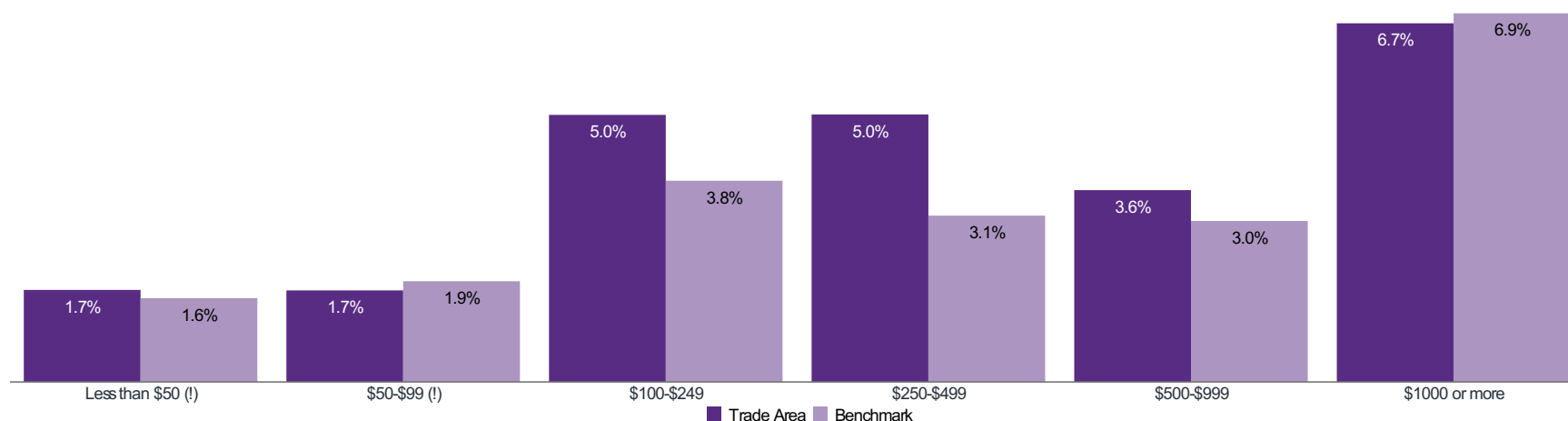
ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Main West Esplanade BIA

Total Household Population 18+: 28,775

BEHAVIOURAL PREFERENCES BY CHANNEL

GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	69.3% Index:96	27.8% Index:113	13.3% Index:120	4.6% Index:169
Purchase preference	81.0% Index:97	19.3% Index:116	8.0% Index:128	3.2% Index:130
Customer Service	65.3% Index:93	15.7% Index:136	5.5% Index:139	18.1% Index:97

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.7%	1.7%	5.0%	5.0%	3.6%	6.7%
Benchmark	1.6%	1.9%	3.8%	3.1%	3.0%	6.9%

■ Trade Area ■ Benchmark

(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Hamilton - Main West Esplanade BIA

Total Household Population 18+: 28,775

BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	38.4% Index:108	27.6% Index:125	10.8% Index:132	4.5% Index:160
Purchase preference	47.7% Index:103	22.4% Index:122	9.4% Index:147	3.5% Index:155
Customer Service	37.6% Index:104	16.5% Index:131	5.9% Index:135	14.7% Index:100

AMOUNT SPENT [PST 12 MTHS]
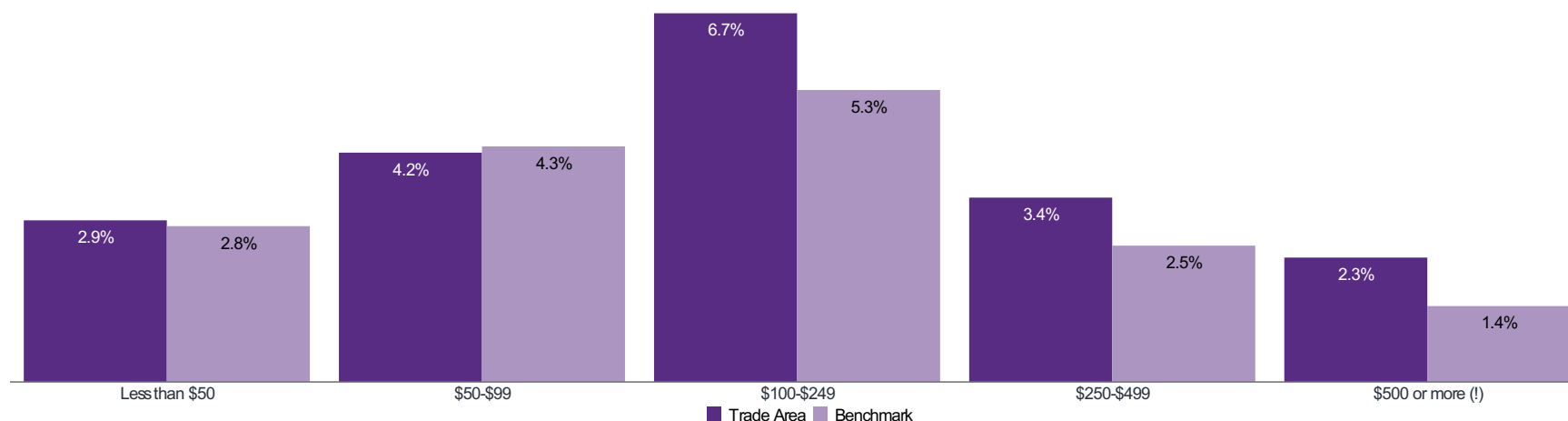
	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	2.9%	4.2%	6.7%	3.4%	2.3%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Main West Esplanade BIA

Total Household Population 18+: 28,775

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	43.5% Index:84	35.2% Index:93	11.1% Index:98	5.6% Index:97
Purchase preference	57.0% Index:84	23.3% Index:96	9.1% Index:131	3.9% Index:107
Customer Service	44.3% Index:82	18.3% Index:115	6.7% Index:139	17.8% Index:78

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.8%	3.1%	4.0%	2.6%	2.7%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

■ Trade Area ■ Benchmark

(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+

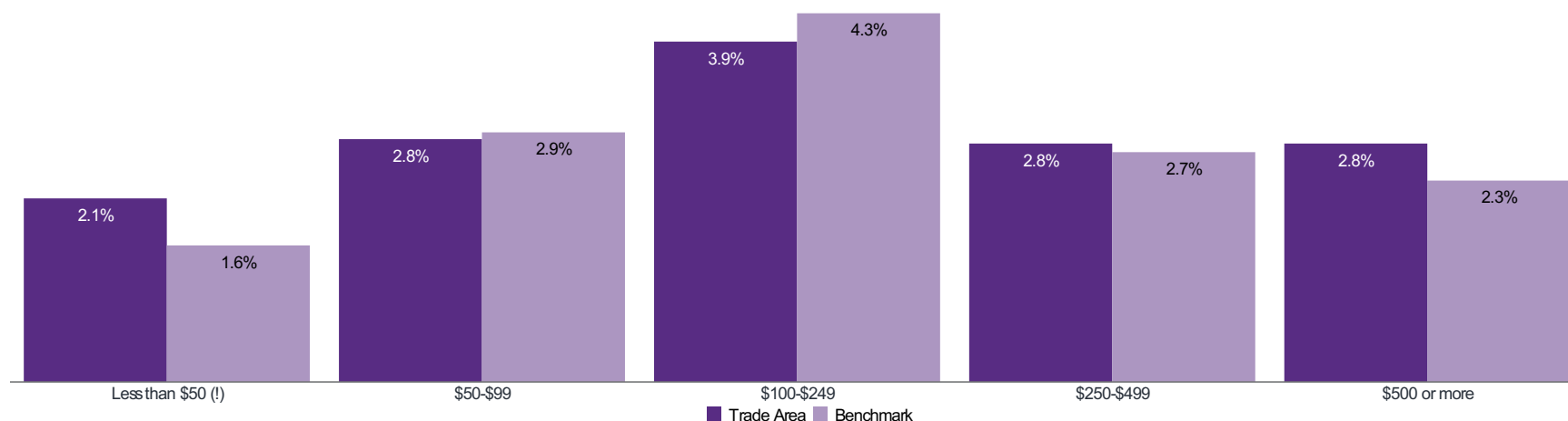# Opticks eShopper | Sporting Goods Deep Dive

Trade Area: Hamilton - Main West Esplanade BIA

Total Household Population 18+: 28,775

BEHAVIOURAL PREFERENCES BY CHANNEL

SPORTING GOODS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	36.3% Index:93	32.5% Index:101	11.9% Index:113	5.8% Index:147
Purchase preference	46.2% Index:89	24.1% Index:100	9.1% Index:121	3.5% Index:114
Customer Service	38.4% Index:92	18.1% Index:120	6.6% Index:129	17.8% Index:87

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.1%	2.8%	3.9%	2.8%	2.8%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Vacation/Travel Deep Dive

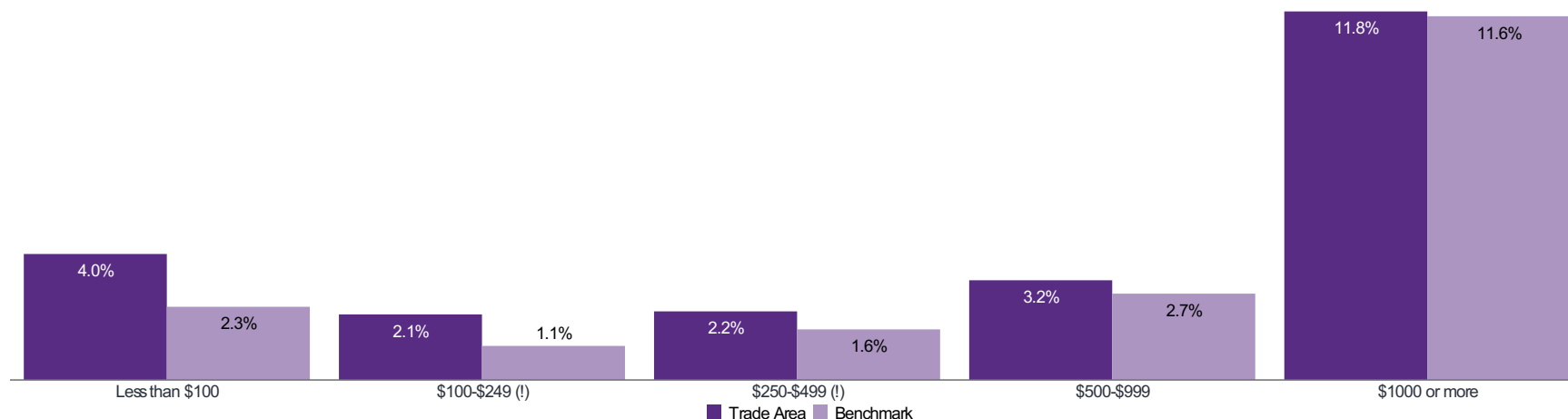**ENVIRONICS** ANALYTICS

Trade Area: Hamilton - Main West Esplanade BIA

Total Household Population 18+: 28,775

BEHAVIOURAL PREFERENCES BY CHANNEL

VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	18.9% Index:92	60.7% Index:105	18.2% Index:122	13.9% Index:86
Purchase preference	25.2% Index:88	53.7% Index:104	9.1% Index:120	14.3% Index:79
Customer Service	28.8% Index:99	31.8% Index:116	8.9% Index:128	42.2% Index:96

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	4.0%	2.1%	2.2%	3.2%	11.8%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ Trade Area ■ Benchmark

(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: Hamilton - Main West Esplanade BIA

Households: 18,605

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock
68.6%
Index: 101

Has high quality fresh produce
59.2%
Index: 99

Carries food/non-food items I need
43.6%
Index: 106

Has high quality meat department
36.6%
Index: 87

Only store that carries what I want
34.0%
Index: 112

Carries variety of items and services
33.8%
Index: 94

Carries wide variety of ethnic prod.
17.3%
Index: 129

Has variety of freshly prep. foods/meals
14.4%
Index: 104

Has special section for dietary needs
13.0%
Index: 104

Carries variety of organic prod. (!)
11.7%
Index: 103

Carries selection of alcoholic bev. (^)
4.6%
Index: 121

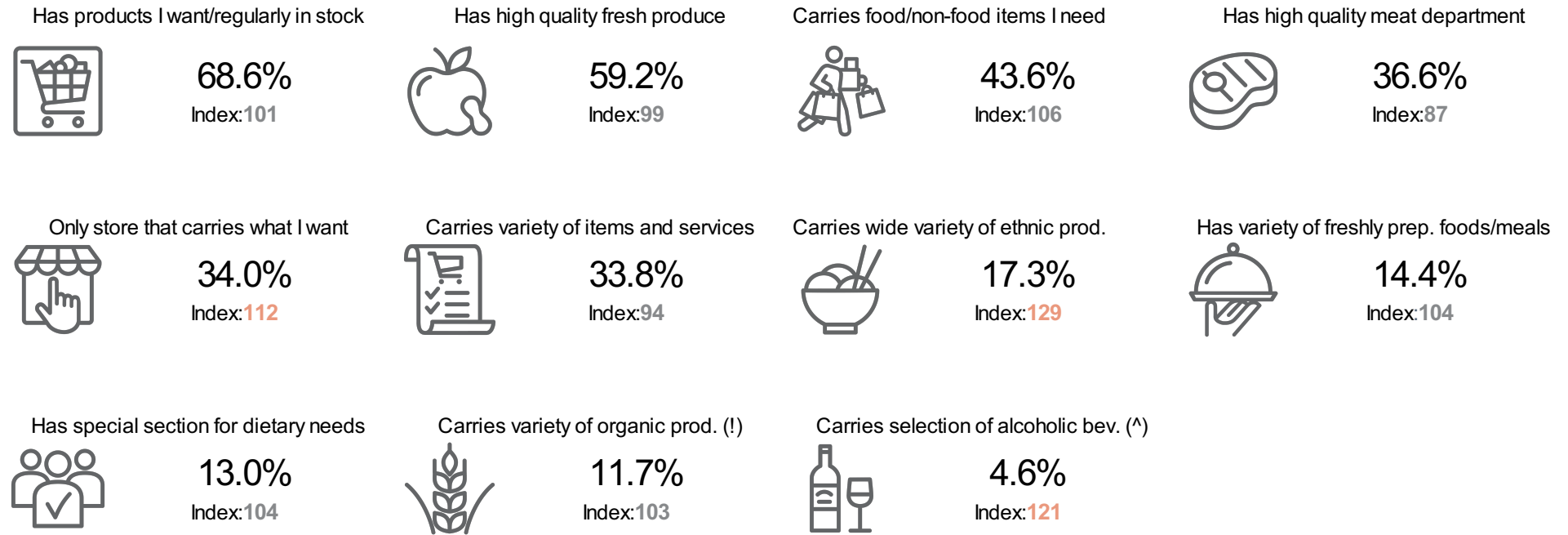| Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Main West Esplanade BIA

Households: 18,605

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me

68.5%

Index: 115

Easy to get in and get out quickly

44.3%

Index: 103

Organized layout makes it easy to shop

41.1%

Index: 99

Staff are friendly and knowledgeable

34.0%

Index: 101

Short checkout lines/fast checkout

33.1%

Index: 93

Has extended hours

26.5%

Index: 96

I like the store ambiance

24.6%

Index: 123

Has self-checkout

15.8%

Index: 115

Offers an online shopping option (!)

8.8%

Index: 99

Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

| Index Colours: | <80 | 80 - 110 | 110+ |

ShopperChoice | Store Loyalty - Price and Promo

Trade Area: Hamilton - Main West Esplanade BIA

Households: 18,605

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Discover good value when shopping

67.8%

Index:**102**

Store has the lowest prices overall

66.3%

Index:**114**

Store has great sales and promotions

63.9%

Index:**95**

Store has a customer loyalty card program

48.2%

Index:**97**

Has loyalty prog. app and offers pers. promos

32.4%

Index:**110**

I'm loyal to their store brands

23.4%

Index:**102**

OUT OF STOCK ITEM

	% Base	% % Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	43.6	40.2	0.5	109
Leave the store and buy it elsewhere	28.5	30.9	0.4	92
Purchase another brand	21.0	21.2	0.5	99
Purchase another size or variety of the same brand (!)	6.9	7.7	0.4	89

Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 Hamilton - Main West Esplanade BIA Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2019				Summer 2019				Fall 2019				Winter 2019				Full Year 2019			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	19,302,713	100%	448,953	100%	2.33%	100	434,117	100%	2.25%	100	336,028	100%	1.74%	100	386,487	100%	2.00%	100	698,584	100%	3.62%	100
3525005	Hamilton, ON (C)	483,265	2.50%	200,765	44.72%	41.54%	1786	191,944	44.21%	39.72%	1766	163,681	48.71%	33.87%	1946	177,630	45.96%	36.76%	1836	250,013	35.79%	51.73%	1429
3520005	Toronto, ON (C)	2,568,898	13.31%	35,036	7.80%	1.36%	59	36,201	8.34%	1.41%	63	25,782	7.67%	1.00%	58	27,019	6.99%	1.05%	53	68,528	9.81%	2.67%	74
3524002	Burlington, ON (CY)	163,747	0.85%	32,407	7.22%	19.79%	851	29,078	6.70%	17.76%	790	24,507	7.29%	14.97%	860	27,174	7.03%	16.60%	829	48,778	6.98%	29.79%	823
3521005	Mississauga, ON (CY)	642,951	3.33%	21,167	4.71%	3.29%	142	18,617	4.29%	2.90%	129	13,432	4.00%	2.09%	120	16,336	4.23%	2.54%	127	35,110	5.03%	5.46%	151
3521010	Brampton, ON (CY)	596,084	3.09%	14,479	3.22%	2.43%	104	14,248	3.28%	2.39%	106	7,294	2.17%	1.22%	70	11,043	2.86%	1.85%	93	24,708	3.54%	4.15%	115
3524001	Oakville, ON (T)	174,424	0.90%	14,172	3.16%	8.13%	349	12,850	2.96%	7.37%	328	9,907	2.95%	5.68%	326	11,815	3.06%	6.77%	338	22,935	3.28%	13.15%	363
3529006	Brantford, ON (CY)	85,464	0.44%	12,679	2.82%	14.83%	638	12,497	2.88%	14.62%	650	10,800	3.21%	12.64%	726	12,360	3.20%	14.46%	722	21,260	3.04%	24.88%	687
3530013	Kitchener, ON (CY)	212,928	1.10%	7,266	1.62%	3.41%	147	7,173	1.65%	3.37%	150	4,933	1.47%	2.32%	133	5,536	1.43%	2.60%	130	14,196	2.03%	6.67%	184
3530010	Cambridge, ON (CY)	114,129	0.59%	6,391	1.42%	5.60%	241	5,651	1.30%	4.95%	220	4,768	1.42%	4.18%	240	5,759	1.49%	5.05%	252	12,008	1.72%	10.52%	291
3539036	London, ON (CY)	349,526	1.81%	5,606	1.25%	1.60%	69	5,428	1.25%	1.55%	69	3,691	1.10%	1.06%	61	4,855	1.26%	1.39%	69	11,136	1.59%	3.19%	88

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2019 Hamilton - Main West Esplanade BIA Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors		Summer 2019 Visitors		Fall 2019 Visitors		Winter 2019 Visitors		Full Year 2019 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
29,256	18,627	63.7	18,475	63.1	17,844	61.0	17,439	59.6	21,251	72.6

2019 Hamilton - Main West Esplanade BIA Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	711,603	21,251	3.0	690,352	97.0

ENVIRONICS ANALYTICS

2020 Hamilton - Main West Esplanade BIA Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2020				Summer 2020				Fall 2020				Winter 2020				Full Year 2020			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	19,302,713	100%	203,560	100%	1.05%	100	302,268	100%	1.57%	100	260,711	100%	1.35%	100	290,617	100%	1.51%	100	492,451	100%	2.55%	100
3525005	Hamilton, ON (C)	483,265	2.50%	115,337	56.66%	23.87%	2263	148,421	49.10%	30.71%	1961	132,579	50.85%	27.43%	2031	147,945	50.91%	30.61%	2033	203,752	41.38%	42.16%	1653
3520005	Toronto, ON (C)	2,568,898	13.31%	12,959	6.37%	0.50%	48	24,777	8.20%	0.96%	62	20,658	7.92%	0.80%	60	20,363	7.01%	0.79%	53	47,765	9.70%	1.86%	73
3524002	Burlington, ON (CY)	163,747	0.85%	13,523	6.64%	8.26%	783	21,893	7.24%	13.37%	854	18,101	6.94%	11.05%	818	20,990	7.22%	12.82%	851	35,477	7.20%	21.67%	849
3521005	Mississauga, ON (CY)	642,951	3.33%	7,431	3.65%	1.16%	110	14,545	4.81%	2.26%	144	12,209	4.68%	1.90%	141	12,064	4.15%	1.88%	125	26,309	5.34%	4.09%	160
3529006	Brantford, ON (CY)	85,464	0.44%	6,328	3.11%	7.40%	702	10,255	3.39%	12.00%	766	8,858	3.40%	10.36%	767	8,911	3.07%	10.43%	693	16,397	3.33%	19.19%	752
3524001	Oakville, ON (T)	174,424	0.90%	4,343	2.13%	2.49%	236	7,465	2.47%	4.28%	273	7,125	2.73%	4.08%	302	8,270	2.85%	4.74%	315	15,673	3.18%	8.99%	352
3521010	Brampton, ON (CY)	596,084	3.09%	4,675	2.30%	0.78%	74	6,299	2.08%	1.06%	67	6,118	2.35%	1.03%	76	5,792	1.99%	0.97%	65	13,333	2.71%	2.24%	88
3528018	Haldimand County, ON (CY)	41,702	0.22%	3,289	1.62%	7.89%	748	4,534	1.50%	10.87%	694	4,085	1.57%	9.80%	725	4,833	1.66%	11.59%	770	8,401	1.71%	20.15%	790
3530013	Kitchener, ON (CY)	212,928	1.10%	2,682	1.32%	1.26%	119	4,055	1.34%	1.90%	122	3,918	1.50%	1.84%	136	3,597	1.24%	1.69%	112	8,170	1.66%	3.84%	150
3530010	Cambridge, ON (CY)	114,129	0.59%	2,786	1.37%	2.44%	232	4,087	1.35%	3.58%	229	3,966	1.52%	3.47%	257	3,394	1.17%	2.97%	198	8,017	1.63%	7.02%	275

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2020 Hamilton - Main West Esplanade BIA Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors		Summer 2020 Visitors		Fall 2020 Visitors		Winter 2020 Visitors		Full Year 2020 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
29,256	15,621	53.4	16,256	55.6	13,494	46.1	15,991	54.7	18,385	62.8

2020 Hamilton - Main West Esplanade BIA Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	497,596	18,385	3.7	479,211	96.3

ENVIRONICS ANALYTICS

2021 Hamilton - Main West Esplanade BIA Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2021				Summer 2021				Fall 2021				Winter 2021				Full Year 2021			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	19,302,713	100%	236,047	100%	1.22%	100	437,807	100%	2.27%	100	439,753	100%	2.28%	100	305,506	100%	1.58%	100	646,555	100%	3.35%	100
3525005	Hamilton, ON (C)	483,265	2.50%	117,782	49.90%	24.37%	1993	182,072	41.59%	37.68%	1661	183,684	41.77%	38.01%	1668	147,679	48.34%	30.56%	1931	221,466	34.25%	45.83%	1368
3520005	Toronto, ON (C)	2,568,898	13.31%	17,967	7.61%	0.70%	57	38,892	8.88%	1.51%	67	39,167	8.91%	1.52%	67	24,364	7.98%	0.95%	60	68,512	10.60%	2.67%	80
3524002	Burlington, ON (CY)	163,747	0.85%	15,710	6.66%	9.59%	785	30,704	7.01%	18.75%	827	32,676	7.43%	19.96%	876	20,771	6.80%	12.69%	801	45,205	6.99%	27.61%	824
3521005	Mississauga, ON (CY)	642,951	3.33%	12,186	5.16%	1.90%	155	25,362	5.79%	3.94%	174	22,130	5.03%	3.44%	151	14,816	4.85%	2.30%	146	42,876	6.63%	6.67%	199
3521010	Brampton, ON (CY)	596,084	3.09%	6,991	2.96%	1.17%	96	14,201	3.24%	2.38%	105	15,044	3.42%	2.52%	111	8,086	2.65%	1.36%	86	24,566	3.80%	4.12%	123
3524001	Oakville, ON (T)	174,424	0.90%	6,129	2.60%	3.51%	287	14,550	3.32%	8.34%	368	15,330	3.49%	8.79%	386	8,670	2.84%	4.97%	314	22,973	3.55%	13.17%	393
3529006	Brantford, ON (CY)	85,464	0.44%	7,345	3.11%	8.59%	703	12,486	2.85%	14.61%	644	15,743	3.58%	18.42%	809	10,519	3.44%	12.31%	778	21,584	3.34%	25.26%	754
3530010	Cambridge, ON (CY)	114,129	0.59%	2,622	1.11%	2.30%	188	7,051	1.61%	6.18%	272	7,864	1.79%	6.89%	302	3,790	1.24%	3.32%	210	11,637	1.80%	10.20%	304
3530013	Kitchener, ON (CY)	212,928	1.10%	2,831	1.20%	1.33%	109	6,044	1.38%	2.84%	125	5,057	1.15%	2.37%	104	4,839	1.58%	2.27%	144	10,785	1.67%	5.07%	151
3528018	Haldimand County, ON (CY)	41,702	0.22%	4,604	1.95%	11.04%	903	8,137	1.86%	19.51%	860	6,647	1.51%	15.94%	700	4,663	1.53%	11.18%	707	10,260	1.59%	24.60%	735

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2021 Hamilton - Main West Esplanade BIA Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
29,256	12,262	41.9	15,209	52.0	14,887	50.9	15,782	53.9	16,610	56.8

2021 Hamilton - Main West Esplanade BIA Visitors Within vs Outside Trade Area
Benchmark: Canada

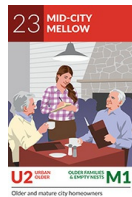| Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	658,106	16,610	2.5	641,496	97.5

ENVIRONICS
ANALYTICS

Customers: Hamilton_Main West Esplanade BIA - FY 2021: Sum_Unique_Visitors

Total Customers: 549,296

Top 5 segments represent **29.5%** of customers in Southern Ontario

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23 MID-CITY MELLOW

U2 URBAN OLDER / OLDER FAMILIES & EMPTY NESTS M1
Older and mature city homeowners

Rank:	1
Customers:	43,084
Customers %:	7.84
% in Benchmark:	4.63
Index:	169

Mid-City Mellow epitomizes a traditional view of the Canadian Dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, Portuguese, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of white collar, blue collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy sporting events such as horse racing, hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours as they believe that other cultures have a great deal to teach us (Culture Sampling).

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08 MULTICULTURE-ISH

S2 UPSCALE SUBURBAN DIVERSITY / LARGE DIVERSE FAMILIES F2
Upscale, multi-ethnic suburban families

Rank:	2
Customers:	34,756
Customers %:	6.33
% in Benchmark:	5.19
Index:	122

One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment of middle-aged Asian and South Asian households. Located in and around major cities like Toronto, Calgary and Edmonton, many of these neighbourhoods emerged 20 years ago as new suburban subdivisions. Today, they're slowly being overtaken by urban sprawl and infill developments. More than 40 percent of residents are immigrants, and the rest are typically second-generation Canadians who've settled in houses built since 1990. A quarter speak a non-official language, the most common being Mandarin, Cantonese and Punjabi, but residents also disproportionately speak Arabic, Urdu and Russian at home. Multiculture-ish households tend to be large—double the national average for four or more people—and the significant presence of children over the age of 5 influences their preference for family-friendly outings to theme parks, zoos and aquariums. Having completed university and college educations, these adults enjoy upscale incomes—earned from jobs in management, business and the sciences—that are 50 percent higher than the national average and that allow them to exercise Ostentatious Consumption by purchasing items that symbolize affluence.

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05 FIRST-CLASS FAMILIES

S1 SUBURBAN ELITE / LARGE DIVERSE FAMILIES F2
Large, well-off suburban families

Rank:	3
Customers:	31,007
Customers %:	5.64
% in Benchmark:	4.16
Index:	136

An upscale suburban lifestyle, First-Class Families is characterized by sprawling families—more than 40 percent of households contain four or more people—living in close-in suburbs. More than half the households are located in established neighbourhoods in Toronto, Calgary, Ottawa and Vancouver. In First-Class Families, the parents are middle-aged, the children are 5-24 and nearly 90 percent of households live in pricey, single-family houses. With their solid educations, the adults hold white-collar jobs in management, education and government, and earn incomes that are nearly twice the national average. One quarter of households contain second-generation Canadians; the segment scores high for members for whom Italian, Polish, Greek or Mandarin is their mother tongue. These families enjoy many team sports—baseball, basketball, football, hockey, volleyball—as both participants and spectators. And many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e-commerce. Committed to living a healthy and wholesome lifestyle, this group scores high for the value Effort Toward Health.

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19 FAMILY MODE

S3 UPPER-MIDDLE SUBURBIA / MIDDLE-AGE FAMILIES F3
Suburban, upscale middle-aged families

Rank:	4
Customers:	30,571
Customers %:	5.57
% in Benchmark:	4.68
Index:	119

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow them to purchase single-detached houses valued at nearly $450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mode members make an Effort Toward Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.

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15 SOUTH ASIAN ENTERPRISE

U4 URBAN DIVERSITY / LARGE DIVERSE FAMILIES F2
Urban, upper-middle-income South Asian Families

Rank:	5
Customers:	22,866
Customers %:	4.16
% in Benchmark:	5.76
Index:	72

Reflecting Canada's increasing diversity, South Asian Enterprise is an urban crossroads where nearly 60 percent of the populace are immigrants and one third of the members identify as visible minorities from South Asia. The more affluent of two predominantly South Asian segments, South Asian Enterprise contains upper-middle-class families living in a mix of new singles, semis and duplexes in a handful of urban areas. More than 80 percent reside in the Greater Toronto Area; nearly half live in Brampton alone. Few segments have larger households: nearly 60 percent are home to four or more people. One in seven households is multi-family—an emerging demographic trend—with a significant presence of adult children. The first- and second-generation Canadians of South Asian Enterprise have parlayed mixed educations into well-paying blue-collar and service sector jobs. But their above-average household incomes may result from three or more wage-earners under one roof. Many residents maintain their South Asian culture at home, with over 40 percent speaking a non-official language. These families enjoy swimming, baseball and playing racquet sports, visiting theme parks and frequenting museums. Socially conservative, they support Traditional Families and reject alternative arrangements.

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+